

511 Overview

November 20, 2013

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511 Contract

- GDOT contract with Meridian (now Iteris) to provide apps, website and telephony
- Proposed to be a cost neutral contract
- Five year contract signed in November 2009



Naming Rights RFP

- Meridian issued first RFP January 2012
- No responses - Feedback indicated wrong time of year
- Reissued Fall 2012
- Aggressive outreach – RFP websites, transportation newsletters, 2700 contacts
- Closed Nov. 21, 2012
- No proposals
- After extensive research and discussions with other states, we are finding that this trend is occurring not just in Georgia, but in every other state in which 511 sponsorship has been introduced. This could be for a lot of reasons, such as limited advertising budgets and competition from more established venues such as radio, television, billboard, and social media.



Sponsorship to Include

- 511 naming rights
- Exclusive sponsorship of phone and web
- Sponsorship on mobile 511 apps and sign “package”
- Welcome Message on 511 Phone System (130,000 callers/month)
- 10-second route-specific sponsorship messages (over 600 reports/month)
- Exclusive 160x600 click-through ad on all web pages of 511GA.org
- 792x90 banner ad on over 600 live camera images (250,000 visitors/month)
- Click-through leader board on bottom of all pages of 511 smart phone app (50,000 visitors/month)
- Industry-Exclusive Sponsor Logo on 50 signs along state highways (660,000 impressions/day)

State of the System

- The sign program remains strong, with over 500 sponsored signs installed and more selling every month
- 511 usage is still strong and steady
- Currently, the revenue from signs and Google ads is covering about 20% of the cost to operate and maintain the 511 system



Proposal for Future

- Include 511 sponsorship with upcoming HERO sponsorship
- Single sponsor statewide
- Should increase the value of the opportunity overall
- HERO sponsorship contract expires May 14, 2014
- 511 contract expires October 31, 2014
- Winning bidder would take over 511 signs and begin welcome message and banners on web site on November 1



Questions?

